



## **TomTom and SEAT Unveil Collaboration**

Cooperation will bring from January the new TomTom ONE  
to SEAT Altea and Toledo

**25 January 2006, Spain**– TomTom, a leading personal and in-car navigation solution provider, has announced cooperation with SEAT to bring the new TomTom ONE to the popular SEAT Altea and SEAT Toledo. This deal will see a TomTom ONE [included in all devices] ensuring SEAT ALTEA and Toledo drivers will have an easy to use, personal and portable car navigation solution whether they are zipping around the city, or on a weekend road-trip with friends.

“We’re thrilled to team up with SEAT to provide drivers with a seamless navigation experience,” said Nuno Gomes de Azevedo, Country Manager Iberia. “Car companies are embracing the TomTom brand and our navigation products and this agreement represents the continued acceptance of TomTom’s integrated navigation products.”

TomTom ONE is the TomTom latest device combining a new slimmer, lighter design with the TomTom’s award-winning software. TomTom ONE is the size of a wallet and weighs in at only 260 grams, making it extremely portable. Additionally, TomTom ONE does not compromise on screen size which allows for optimal visibility in the car environment. Even better, TomTom ONE delivers all the smart technology provided across the TomTom product range. The on-board Bluetooth connectivity enables TomTom ONE users to download a host of additional services, as part of the TomTom PLUS Services. Features include TRAFFIC, safety camera information, as well as various other services.

The agreement with SEAT is the latest in a significant number which have been reached with different manufacturers in Europe, including Pan-European promotions with Opel and Toyota and country/regional promotions with Lancia, Citroen, Chevrolet, Smart, Nissan and now SEAT. TomTom has now distribution and sales agreements with the majority of Europe’s national car sales companies.



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**Investor Relations & Corporate Media:**

Taco Titulaer

[Investor.Relations@TomTom.com](mailto:Investor.Relations@TomTom.com)

+31 (0) 20 850 0994

**About TomTom**

TomTom NV is a leading provider of personal navigation products and services to the consumer market. TomTom's products are developed with an emphasis on innovation, quality, ease of use and value. TomTom's products include all-in-one navigation devices which enable customers to navigate right out of the box, as well as navigation software products which integrate with third party devices such as PDAs and smartphones. TomTom's portfolio of products and services includes the award-winning TomTom GO family of integrated navigation devices, the TomTom Navigator software for PDAs, TomTom MOBILE navigation software for smartphones and TomTom Plus, a location-based content and services offering for TomTom's navigation products. TomTom was founded in 1991 in Amsterdam and has offices in the Netherlands, the United Kingdom, the United States and Taiwan. TomTom's products are sold through a network of leading retailers in 17 countries and online.